

AMENDMENTS TO THE CLAIMS

1. (currently amended) An advertising system comprising:

~~a wireless device;~~

an advertising sign having one or more sign apparatuses that receive a terminal address indicating an address of a terminal which is transmitted from a wireless device; and

an advertising server that transmits advertising data to [[a]] the terminal[[;]],

wherein[[;]]

~~the wireless device transmits a terminal address indicating the address of the terminal to a sign apparatus;~~

each of the sign apparatuses comprises:

a plurality of wireless receiving units, each having a narrow directionality, that cover reception of a signal in a desired communication space by arranging the wireless receiving units so that patterns of the directionality of the respective wireless receiving units do not overlap, and respectively receives receive the terminal addresses respectively transmitted from [[the]]a plurality of wireless devices as electromagnetic waves, including electrical waves and light, or sound waves, including ultrasonic waves;

a memory that stores the terminal addresses respectively received by the wireless receiving units;

a central control unit that reads one of the terminal addresses stored by the memory; and

an external interface that inputs the terminal address read by the central control unit and transmits the received input terminal address to the advertising server via a public network or the Internet[[;]], and

the advertising server receives the terminal address transmitted from each of the sign apparatuses and transmits the advertising data to the terminal having the address indicated by the received terminal address.

2. (canceled)

3. (canceled)

4. (withdrawn) An advertising system comprising:

a terminal connected to a wireless device;

an advertising sign having one or more sign apparatuses; and

an advertising server that transmits advertising data to the terminal;

wherein:

the terminal transmits a transmission request for an advertising server address that indicates the address of the advertising server to one of the sign apparatuses via the wireless device;

the sign apparatus receives the transmission request transmitted from the terminal and transmits the advertising server address to the terminal via the wireless device depending on the received transmission request;

the advertising server receives the transmission request for advertising data transmitted from the terminal that received the advertising server address and transmits to the terminal the advertising data via a public network or the Internet depending on the received transmission request for advertising data.

5. (withdrawn) An advertising system according to claim 4, wherein the wireless device comprises:

a wireless receiving unit that receives the advertising server address transmitted from the sign apparatus as electromagnetic waves, including electrical waves and light, or sound waves, including ultrasonic waves;

an external interface that inputs one or more terminal addresses indicating the address of the terminal from the terminal or outputs the advertising server address to the terminal;

a memory that stores the terminal addresses input by the external interface from the terminal or the advertising server address received from the wireless receiving unit;

an input interface that inputs a selection instruction that selects one terminal address or advertising server address from among the terminal addresses or the advertising server address stored in the memory;

a central control unit that selects one terminal address or advertising server address output to the external interface from among the terminal addresses or

the advertising server address stored in the memory depending on the selection instruction input by the input interface;

a wireless transmitting unit that inputs the one terminal address selected by the central control unit from the central control unit and transmits the one input terminal address as electromagnetic waves, including electrical waves and light, or sound waves, including ultrasonic waves; and

a marker unit that visually shows the direction of the electromagnetic waves or sound waves transmitted by the wireless transmitting unit.

6. (withdrawn) An advertising system according to claim 4, wherein the sign apparatus comprises:

one or more wireless receiving units that each have a narrow directionality and that receive the terminal addresses transmitted from the plurality of wireless devices as electromagnetic waves, including electrical waves and light, or sound waves, including ultrasonic waves;

a memory that stores advertising data and the terminal address received by each of the wireless receiving units;

a central control unit that reads each of the advertising data and the terminal addresses stored in the memory; and

one or more wireless transmitting units that each have a narrow directionality and each transmit the advertising data read by the central control unit to the terminal having the address indicated by the terminal address as electromagnetic waves, including electrical waves and light, or sound waves, including ultrasonic waves.

7. (withdrawn) An advertising system according to claim 4, wherein:

the wireless device transmits the terminal address indicating the address of the terminal that transmitted the transmission request along with the transmission request to the sign apparatus;

the sign apparatus transmits the terminal address transmitted from the wireless device along with the advertising server address to the wireless device; and

the wireless device determines whether or not the advertising server address is addressed to the wireless device itself based on the terminal address that is transmitted from the sign apparatus along with the advertising server address and transmits the advertising server address to the terminal when the advertising server address is addressed to the wireless device itself.

8. (withdrawn) An advertising system comprising:

a terminal connected to a wireless device;

an advertising sign having one or more sign apparatuses; and

an advertising server that transmits advertising data to the terminal;

wherein:

the sign apparatus transmits an advertising server address that indicates the address of the advertising server to the terminal;

the terminal receives the advertising server address transmitted from the sign apparatus via the wireless device and transmits a transmission request for advertising data to the advertising server having the address indicated by the received advertising server address;

the advertising server receives the transmission request for the advertising data transmitted from the terminal and transmits the advertising data to the terminal via a public network or the Internet depending on the received transmission request for advertising data.

9. (withdrawn) An advertising system according to claim 8, wherein the wireless device comprises:

a wireless receiving unit that receives the advertising server address transmitted from the sign apparatus as electromagnetic waves, including electrical waves and light, or sound waves, including ultrasonic waves;

a memory that stores the advertising server address received from the wireless receiving unit;

an external interface that outputs the advertising server address to the terminal;

a central control unit that outputs the advertising server address stored in the memory to the external interface; and

a marker unit that visually shows the direction of the electromagnetic waves or sound waves received by the wireless receiving unit.

10. (withdrawn) An advertising system according to claim 8, where the sign apparatus comprises:

a memory that stores the advertising server address;

a central control unit that reads the advertising server address stored in the memory; and

one or more wireless transmitting units that each have a narrow directionality and transmit the advertising server address read by the central control unit as electromagnetic waves, including electrical waves and light, or sound waves, including ultrasonic waves.

11. (original) An advertising system according to claim 1, wherein the terminal is a mobile telephone, a personal computer, or a mobile information terminal.

12. (canceled)

13. (withdrawn) An advertising system according to claim 4, wherein the terminal is a mobile telephone, a personal computer, or a mobile information terminal.

14. (withdrawn) An advertising system according to claim 5, wherein the terminal is a mobile telephone, a personal computer, or a mobile information terminal.

15. (withdrawn) An advertising system according to claim 7, wherein the terminal is a mobile telephone, a personal computer, or a mobile information terminal.

16. (withdrawn) An advertising system according to claim 8, wherein the terminal is a mobile telephone, a personal computer, or a mobile information terminal.

17. (withdrawn) An advertising system according to claim 9, wherein the terminal is a mobile telephone, a personal computer, or a mobile information terminal.